



## ASX ANNOUNCEMENT

### Further information on The Recording Academy campaign

**Sydney, Australia, 28 October 2019:** Music technology company Jaxsta (**ASX:JXT** or '**the Company**'), refers its activation of a bespoke API which serves customised music data for The Recording Academy's '*Behind the Record*' campaign (the **Campaign**) (refer to ASX Announcement 'Jaxsta activates bespoke API for The Recording Academy campaign' dated 25 October 2019).

Further to the previous announcement, Jaxsta provides the following additional information regarding the significance of the Campaign both in terms of the significant music industry exposure afforded by providing data to an initiative undertaken by The Recording Academy and in estimated financial metrics.

1. The Recording Academy is the world's leading society of music professionals and organises the annual GRAMMY Awards® (being the world's preeminent music awards). Participation in the Campaign was by invitation only following a thorough due diligence by The Recording Academy into the quality and scope of various potential partners' available music data. Jaxsta was one of only four partners invited to participate in the Campaign and have its branding consistently featured throughout the Campaign's microsite and in The Recording Academy's broader media announcements about the same. As Jaxsta satisfied The Recording Academy as to the quality of its music data before it was invited to participate, there are no other conditions that apply to Jaxsta's participation in the Campaign. There are also no exclusivity requirements or other limitations imposed on the Company as a result of it agreeing to participate in the Campaign.

It is anticipated that the Company's participation in the Campaign will have far-reaching benefits as:

- a. Jaxsta gains greater exposure in the music industry and the wider public through this closer alignment with The Recording Academy via the Campaign; and
- b. this increased exposure drives users to Jaxsta's website where they can now subscribe for Jaxsta Pro<sup>Beta</sup>, the Company's new paid B2B subscription-based service representing its first revenue-generating product which entered its soft launch phase on 25 October 2019 (refer to ASX Announcement 'Jaxsta Pro<sup>Beta</sup> Soft Launch' of the same date).

2. Whilst Jaxsta will receive no cash payment for supplying its official music credits to support the Campaign via its bespoke API:
- a. the in-kind value of the marketing opportunity afforded to Jaxsta due to its participation in the Campaign is estimated to be valued in excess of US\$200,000 for traditional media<sup>1</sup> and an additional amount for social and other non-traditional media channels ranging between US\$10,000 and US\$30,000<sup>2</sup>; and
  - b. Jaxsta's participation in the Campaign presented a unique opportunity for the Company to demonstrate the effective deployment of its first ever bespoke API (otherwise known as an application programming interface) to serve specific music data requested by end-users of the Campaign. As set out on page 3 of the investor presentation dated 24 September 2019 (refer to ASX Announcement 'Jaxsta Investor Presentation (September)' of the same date), Jaxsta expects to launch its commercial API offering in CY 2020 and the public demonstration of this offering through the Campaign was a significant step toward reaching that milestone and establishing an additional revenue stream for the Company. In addition, deploying the bespoke API for the Campaign did not require any cash outlay by the Company as it was completed by the Company's in-house development team using Jaxsta's existing database.

**-ENDS-**

## **ABOUT JAXSTA:**

Jaxsta (**ASX: JXT**) is a music technology company with an online platform holding global official music data. Through direct industry partnerships, the company credits the 'who, what, when and where' of music.

The Company's core platform, Jaxsta.com, is now live. The full release of Jaxsta Pro<sup>Beta</sup>, the Company's B2B subscription-based service, is expected to occur before the end of 2019 and includes features only available to paid users.

## **JAXSTA INVESTOR RELATIONS:**

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<sup>1</sup> Since The Recording Academy first announced the Campaign overnight between 24 and 25 October 2019, Jaxsta has been mentioned in over 29 articles from various media outlets around the world which the Company's media monitoring service estimates to have a value in excess of US\$50,000.

<sup>2</sup> By way example, on Saturday 26 October 2019, being the first official day of the Campaign in the United States, more than 5,000 unique visitors entered the Campaign's microsite and generated over 700 'Credit Covers' using Jaxsta's data for distribution over each individual end-user's social media channels.